

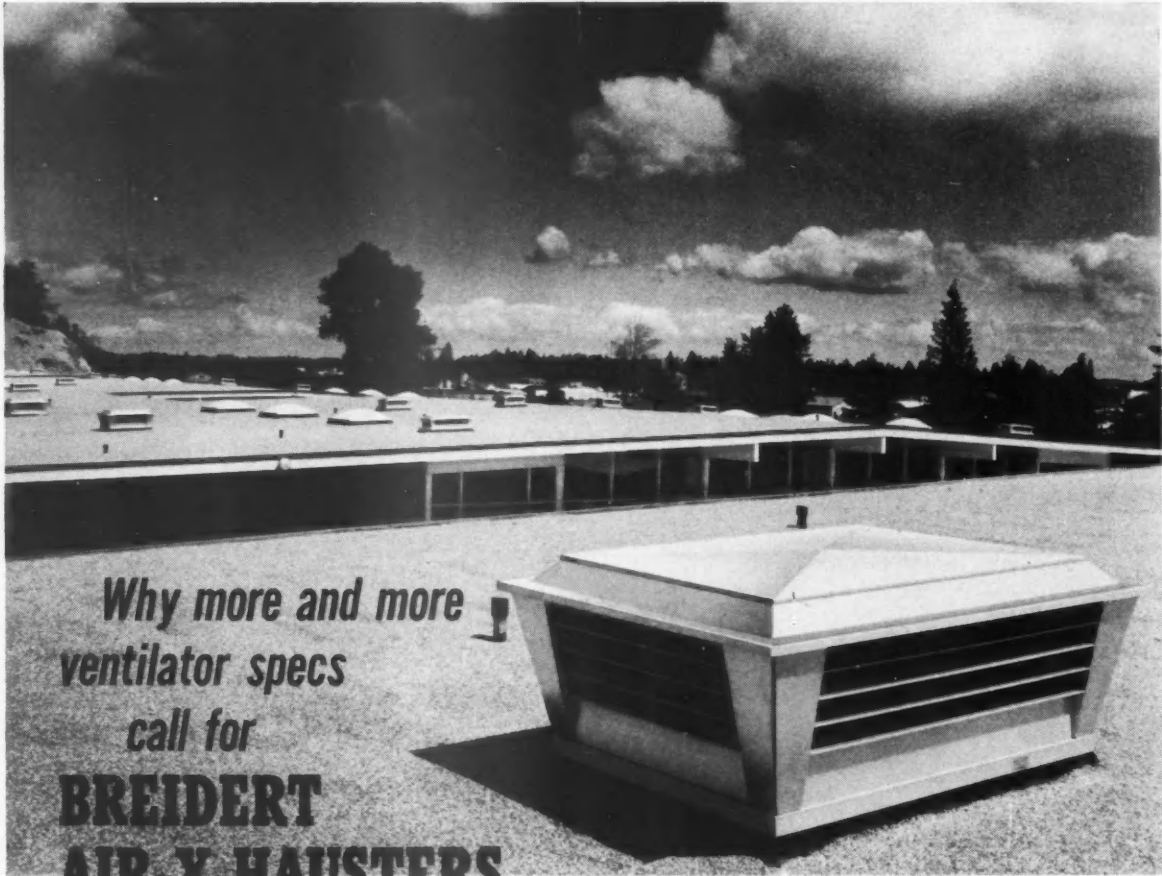
ARIZONA ARCHITECT



OCTOBER 1961, Vol. 5, No.

2

REGIONAL CONFERENCE REPORT



*Why more and more
ventilator specs
call for*
**BREIDERT
AIR-X-HAUSTERS**

**BREIDERT
POWAIR-X-HAUSTERS**

A recent installation of Breidert ventilators on a new school. Type BWR (power) in foreground; Types BWR and SG (gravity, with translucent top) in back.

In every section of the southwest, more and more architects and engineers are specifying *Breidert Air-X-Hausters* and *Powair-X-Hausters* for all types of ventilating jobs. As the photo shows, *Breidert* ventilators are outstanding, with attractive low contours and square or rectangular shapes that conform handsomely to modern architectural design — an important reason for architects' growing preference for Breiderts. ■ Engineers have learned that *Breidert* ventilators, whether power or gravity, do the jobs they're rated for — unfailingly. *Breidert* capacities are certified, giving you full assurance of performance. *Breidert* ventilators are so nearly trouble-free that some engineers call a *Breidert* installation "preventive maintenance." ■ **Safe, Sure Ventilation For Every Problem:** *Breidert Air-X-Hausters* (gravity) deliver positive, safe ventilation no matter which way the wind blows, barring interior negative pressures. *Breiderts* are unconditionally guaranteed to deliver their rated capacities when properly installed. ■ The complete line of power and gravity *Breiderts*, including round, square and rectangular models, is shown and described in a handsome 52-page Engineering Data Book which belongs in your files. We'll be glad to send you one. *On your next ventilating job, investigate Breiderts thoroughly.* Member A.M.C.A.

Arizona Distributors

CARNS-HOAGLUND CO.

420 NORTH 15TH AVENUE, PHOENIX, ARIZONA
AIR CONDITIONING • HEATING • VENTILATING

Central Arizona Chapter

Kemper Goodwin President
Box 188, Tempe
Lester Laraway Vice President
Charles Hickman Secretary
P. O. Box 904, Phoenix 1
John Schotanus Treasurer
Jimmie Nunn Director
A. John Brenner Director
David Sholder Director

Southern Arizona Chapter

David S. Swanson President
2447 N. Stone Ave., Tucson
Bernard J. Friedman, Vice President
Robert J. Ambrose, Vice President
Carl LeMar John Secretary
4337 E. Fifth St., Tucson
Arthur Darton Treasurer
Sidney Little Director
Gerald I. Cain Director
Burr DuBois Director
Fredrick M. Edson Director
William Wilde Director

INDEX TO ADVERTISERS

These firms and their products and services make possible this magazine's public service.

Acme Blueprint	24
Arizona Acoustics	35
Arizona Bonded Terminix	22
Arizona Masonry Guild, Program	21
Arizona Public Service Co.	31
Arizona Sand & Rock	25
Arizona State Fair	29
Arizona Structural Clay Products Ass'n.....	33
Arizona Wholesale Supply Company	10
Ariz-Zonolite Company	23
Beach Building Specialties	20
Blumcraft of Pittsburgh	4
Carns-Hoaglund Co.	2
Day & Night Mfg. Co.	8
Dunn-Edwards Corporation	29
Engineers Testing Laboratories	29
Gladding, McBean & Co.	12
Goettl Bros. Metal Products	36
Marston's	23
Mathews Paints	27
Monarch Tile Mfg.	16
O'Malley's Building Materials	31
Overly Manufacturing Co.	24
PBSW	28
Pipe Trades Industry Program	18
Plan Service of Arizona Contractors	27
Prescolite	28
Salt River Project	14
Southern Arizona Steel Fabricators Ass'n....	32
Standard Glass	22
Superlite Builders Supply	30
Thoren's Showcase & Fixture Co.	26
United Materials	6



MEMBER PUBLISHERS ARCHITECTURAL COMPONENTS, 16 Official Publications of Components of The American Institute of

Architects in 26 key states. Advertising and listing in Standard Rate and Data Service. Headquarters, 120 Madison Ave., Detroit 26, Mich. WOODWARD 1-6700, Eastern Office, 18 E. 56th St., New York 22, N. Y. PLaza 5-3180.

ARIZONA ARCHITECT



Published by

ARIZONA SOCIETY OF ARCHITECTS
CENTRAL and SOUTHERN ARIZONA CHAPTERS
of THE AMERICAN INSTITUTE OF ARCHITECTS

Post Office Box 904, Phoenix 1, Arizona

Published monthly at 1423 North Third Avenue, Phoenix 3

Phil Stitt, Managing Editor

Vol. 5, No. 2 — October 1961

SPECIAL POST-CONFERENCE ISSUE — This issue is mailed to all members of The American Institute of Architects in the six states of the Western Mountain Region as a report on the Regional Conference held in Reno, Nevada, September 21-23.

IN THIS ISSUE

PRESIDENTS' PAGE	5
<i>The Editor's</i> — PERSPECTIVE	7
WRIGHT, HUNTER, ADDRESS DELEGATES	9
R. Lloyd Snedaker — CONFERENCE APPRAISAL	11
Seminar Report — RENEWING OUR ENVIRONMENT	13
Seminar Report — THE POLITICS OF ARCHITECTURE	15
ARIZONA ARCHITECTS WIN HOME AWARDS	17
Hobby Lobby — COST REDUCTION CAMPAIGN	19
Conference — PICTORIAL HIGHLIGHTS	21
Southern Arizona Chapter — LOOKING AT SPECS	26
SOUTHERN ARIZONA CHAPTER NEWS	28
CENTRAL ARIZONA CHAPTER NEWS	30
STUDENT CHAPTER NEWS	33
BOOK NOTES	34

Cover: Virginia City sketch by Martin Ray Young, Jr.

CIRCULATION AND POLICY


Circulation of Arizona Architect is to every architect in the United States who is qualified and registered to practice in Arizona; also to all members of Arizona AIA architects' staffs; to schools of architecture; general contractors; home builders; structural, mechanical, civil and electrical engineers; planning officials and church, school and government officials. To these circulation is free. Others may subscribe for \$4.00 a year, single copy 40 cents.

Opinions expressed herein are those of the editor or contributors and not necessarily those of the Arizona Society of Architects or its member chapters. Appearance of products or services, names or pictures in either advertising or editorial copy does not constitute endorsement by the Society or Chapters.



NEW ILLUMINATED WALL BRACKET spotlights handrails
in corridors and stairways . . . Incandescent recessed lighting
provides added safety and decorative night lighting for:

HOSPITALS • HOMES FOR AGED • THEATRES • HOTELS • SHIPS

 *Blumcraft* OF PITTSBURGH

GENERAL CATALOG OF COMPLETE BLUMCRAFT LINE AVAILABLE ON REQUEST
COPYRIGHT 1961 BY BLUMCRAFT OF PITTSBURGH • 460 MELWOOD STREET, PITTSBURGH 13, PENNSYLVANIA

THE PRESIDENTS' PAGE



**CENTRAL
ARIZONA
CHAPTER**

Kemper Goodwin



**SOUTHERN
ARIZONA
CHAPTER**



David S. Swanson

THE AIA HAS AFFIRMED a long range policy that the design and re-design of cities is basic to the practice of architecture and that our obligations extend to the total environment in which man lives and works.

At chapter level, we have taken steps to implement a plan of cooperation with the City Planning Department in the re-development of the Phoenix downtown area. The details of procedure are still to be completed but we must be willing to accept this challenge as a matter of good citizenship without thought of personal remuneration or glory.

Each community's problems require local solution. No two communities are alike. But our nation's community development problems require one thing in common: bold, enthusiastic leadership and effective teamwork between architects, planners, engineers, other specialists in the design professions, business and professional leaders in the community and leaders in government. City building and re-building is a cooperative enterprise between men of responsibility and of enlightened self-interest.

It is my personal hope that the immediate program will open the door to a study of the entire metropolitan area and to a re-evaluation of existing zoning laws.

Now that it has become established by a U.S. Supreme Court decision (*Berman vs. Parker*), that a community may by legislation control its own appearance, it behooves our civic leaders and architects, engineers, and planners to find out not only what controls are to be exercised, but, more important still, at what points these can be applied effectively.

Offenses which produce a nuisance to the eye, however, require a sense of judgment. The public has long been protected from offenses against the sense of smell and hearing. It is still not possible to write a law which prohibits ugliness or which requires beauty.

It is not enough that our cities and suburbs keep growing and expanding. It is vital that they also be beautiful and livable. Unless we start to organize our space, we may be suffocated in a morass of ugliness, noise and confusion. Architectural leadership in these areas is our responsibility.

IM AFRAID THAT I must be one of the people who could easily become a devotee of the "easy life." Having recently returned from an extremely interesting and exciting AIA Regional Conference in Reno, where the programs were stimulating, the environment entertaining and the 'one arm bandits' plentiful, it is difficult to get back to work.

However, the experience of this event has changed many points of view of this writer. I can not too strenuously reaffirm, to each active member of the profession, the obligation that our entire profession has to its community, and to its future.

It is a shame that on the regional level, as it appears to be on the local chapter level, only about 25% of the members of the Institute are willing to take an active role; to spend their time for the betterment of the profession in which they make their livelihood.

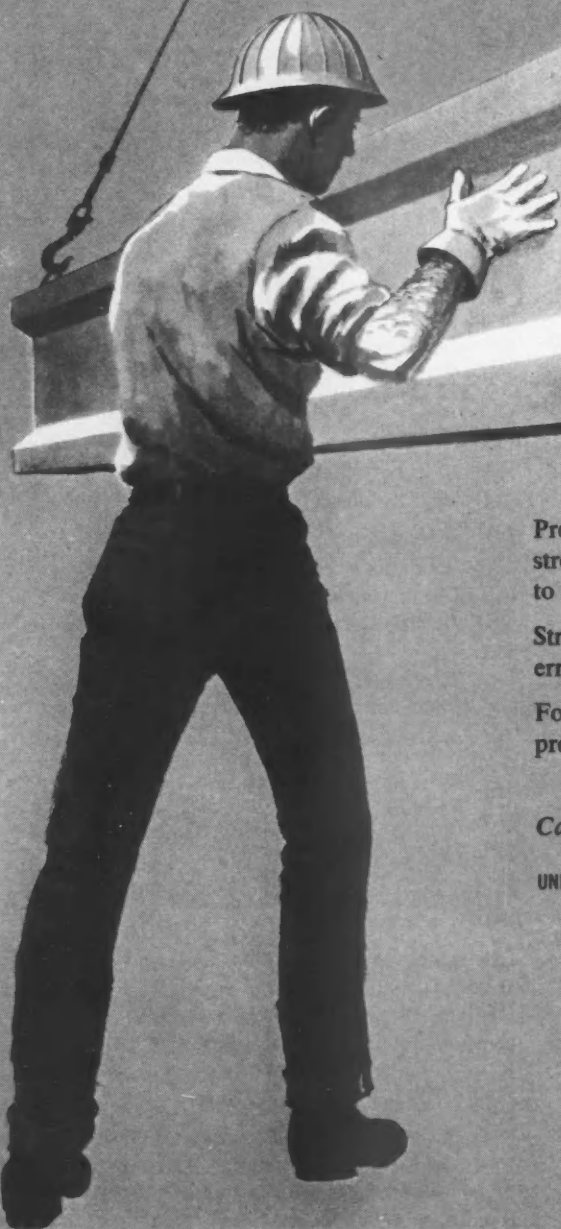
From a potential of 400 members, somewhat near 100 attended the conference. It makes one wonder if this 25% factor, which occurs and reoccurs continuously, is the norm of our profession. Do we only do 25% of the job that is ours to do, and that should be done? Why must we continue to look for that one man out of four who is willing to carry the load for the other three?

To read the latest arguments, pro and con, regarding the change in AIA Contractual Documents, makes us wonder again: are we only performing 25 per cent? I wonder sometimes, what has become of the 100 percenters, or even better yet, the 125 percenters who do that much more?

In listening to discussions, I suspect that these are the people who don't use the AIA Contract Agreements in the first place. I suspect, also, that these are the people who are not concerned with the words "Recommended Minimum," in the fee structure schedule. These are the senior citizens in our profession. It is by their guidance that this apparent hopeless morass of the 25 percenters will one day evolve into a better and stronger profession, operating in a stronger and more vital construction industry.

PRESTRESSED CONCRETE MEANS

STRENGTH



Prestressed concrete utilizes pretensioned, high tensile strength, steel tendons and high strength concrete to provide:

Strong, economical building members that are modern, versatile and architecturally pleasing.

For your next job investigate the many advantages of prestressed-precast concrete construction.

Call:

UNITED MATERIALS, INC. • P. O. BOX 6497 • PHOENIX 5, ARIZONA
TELEPHONE: AL 8-7741



The Editor's PERSPECTIVE

AN ILLUSION WAS SHATTERED in Reno last month. Before the Regional Conference it was explained to me by several people that a convention held there will draw larger crowds than if it were held in another state. It may be true for California organizations, close by, but the small attendance of architects from the six mountain states suggests that the Reno Chamber of Commerce may be deluding itself.

The Conference program was outstanding and, I believe, one of the most fruitful of recent years. There was real meat in the statements made by the seminar panels — material that should be applicable and helpful to every chapter and every state. If the chapter delegates will see that just one idea propounded at Reno is carried out in their own chapters, it can result in tremendously improved public relations and service to many communities, and justify every cent spent on the conference. It can make much better cities in our region than can now be expected.

I refer to the idea carried out by the Northern California Chapter, and cited by its president, George Rockrise, of assigning *one* chapter member to be responsible for keeping informed of the activities of each public agency so that matters in which architects should be concerned are detected early — in time for sound architectural judgment to be brought to bear.

And there were many, many other ideas and experiences related that can improve the effectiveness of architects in dealing with the various "public agencies for community development."

The small Reno Chapter, in the commercial environment it inhabits, has an unusually tough problem. Those jangling silver dollars that are the most prominent symbol of the city, seem to have infected the spirit of the whole community. Many businessmen act as though they wouldn't trust each other out of sight; the clergy criticizes some of the "entertainment" imported as come-on for the tourists; and some of the press argues back with the clergy and both fail to recognize that the argument seems rather fruitless, in view of the low ebb of community spirit which is so apparent to an outsider.

Not that these observations will startle (and I hope not offend,) the Reno architects, who apparently encounter the same attitudes in their relations with many in the local building industry. Undoubtedly that is one reason the Reno chapter feels such a close kinship with Northern California, of whose region they were formerly a part.

New to the Western Mountain Region, the Reno Chapter did itself proud under the handicaps inherent and encountered. Too late, perhaps, did it learn the

NEXT CONFERENCE—SUN VALLEY, SEPT 27-29



Beautiful Sun Valley, Idaho, (below) in the midst of fall colors, will be the setting for next year's Mountain Region AIA Conference. Dates have been set for September 27-29 by the Utah Chapter, hosts to the event. Already at work, and promising early and frequent reports to all members in the region, is a committee headed by conference chairman Ashley P. Carpenter. Utah Chapter members, who conferred on next year's plans at Reno are (from left, above), R. Bruce Folsom; M. E. Harris, Jr., chapter president; William A. Richardson; R. Lloyd Snedaker, AIA regional director; L. Robert Gardner; Nelson W. Aldrich, executive secretary and public relations counsel; and Dean L. Gustavson.



need for early organization and constant publicity of such an event. These were probably part of the reason for poor attendance, as well as the long distances from other communities, and less than ideal schedules on various public forms of transportation. But those who came will long remember the fine spirit and the sense of real significance that pervaded the meeting.

The architects and their wives were most gracious and considerate hosts, and all their guests will hope for a large delegation from Reno at the next conference. As with most conventions, much of the pleasure comes from renewing friendships made at previous ones.

Thanks, nice people of Reno!

Phil Lutt

The best
idea
since
they put
the bathroom
indoors

DAY & NIGHT
puts the furnace
and
air conditioner
outdoors

in a
compact gas-electric combination called DUOPAC

Inside the house there's year-round comfort...and only one thermostat and one set of ducts. On the roof or on a slab near any outside wall, there's a DUOPAC.

DUOPAC is barely two feet high. Yet it heats the whole house (with low-cost gas) and air-conditions it economically as well (with electricity).

For a new home or a remodeling project, put a DUOPAC outside the house. That way, you save a whole closetful of space indoors. And you put all operating noise outdoors (what little there is).

We've designed the DUOPAC for easy installation by the reliable DAY & NIGHT dealers in your community. For their names, check the Yellow Pages under "Furnaces."

DAY & NIGHT
MANUFACTURING COMPANY

STATE DISTRIBUTOR:
WARE-MCCLELLAND SUPPLY CO.
717 W. Buchanan St., Phoenix • AL 8-6747
2034 E. 14th St., Tucson MA 2-4774



Wright, Hunter, Address Delegates

HENRY L. WRIGHT, FAIA

Henry L. Wright, FAIA, summing up the talks and seminars at the western regional conference, asserted that urban development looms before America today as a crisis of monumental proportions, directly affecting 64 per cent of the U.S. population and a matter of professional importance to every practicing architect, regardless of the size of his organization.

Wright, AIA first vice president, maintained that all architects can participate in the challenge of urban development and redevelopment to a degree measurable only by their understanding of the problems and their competence in solving them. Excerpts from his address include:

There can be no question that urban development encompasses a wide variety of needs that must be met if the community is to move in an environment free from chaos and confusion.

There is grave danger that the problem will be approached on a piece-meal basis, with corrective measures taken only after the problem is out of hand. This kind of planning, if it can be termed planning, is both costly and chaotic; it defeats its own purpose.

The role of the architect who elects to expand his services and talents is almost without restriction. The presence of hundreds of varying interests in the development and redevelopment scene places the finger of emphasis on the need for strong executive leadership as well as professional talent.

Crisis is bedfellow to opportunity and the field of urban renewal has attracted many whose concern for swift and certain profits is not tempered by an obligation to posterity.

The role of the designer in the so-called package deal is usually that of an employee, hired to develop a fast set of plans to comply with the specs of the package syndicate. The general rule is that the designer follows specifications; he doesn't initiate them.

The architect who chooses to work in the field of urban development must fix goals for himself that are very much like those of the architect who seeks to find his place on a scene where the package dealer has become an important factor. He must approach his task with a determination to identify and clearly fix the positions and relationships of everyone connected with the program.

The architect who achieves a reputation for competence in every area is certain to find his services in demand. Of far more importance than any enhancement to his personal reputation will be the added value of his contribution to community architecture. ●

Politics is the art of getting along with one's neighbor. Up 'til now architects have concentrated on getting along with their clients. Today architects must persuade each client to respect his neighbors and encourage the neighbors to respect one another. Too much zoning has been negative in character rather than providing a positive guide towards community development. It is the conclusion of this Conference that a manifesto stating the principles discussed here in Reno during the past three days be sponsored by the Institute, and, once sponsored, be aggressively publicized and put into practice by all A.I.A. members working together for the good of all our communities.

— Graham Erskine, AIA
President, Reno Chapter

JAMES M. HUNTER, FAIA

The architectural profession, peculiarly equipped to exercise the quality of leadership needed for any control of our total environment from a design point of view, must supply the courage, dedication and the know-how if the job is to be done.

This was the opinion expressed in the keynote address at the regional conference by James M. Hunter, FAIA, second vice president, AIA. Excerpts from his talk follow:

We, as architects, are going into new phases of endeavor, in the expansion of the services we will offer to the public, as well as in coordinating the existing design professions to a single objective. We are going into a broad new business.

So long as the design professions operate independently and almost competitively, our total environment will remain segmented and, out of our lack of unity or objective effort, can come the encroachment of the package dealer and the loss of our market for services, not only in architecture, but in all the design professions. And the package dealer is already here.

What separates us are the little man-made "white picket fences" we have erected between the design professions, devices which must be removed. The job we have to do is bigger than any one of us.

True leadership, the kind needed here and now, simply cannot involve itself with pettiness, with small thinking, with picket fences. There would be no loss of stature or professionalism for the planner, architect, structural engineer, landscape architect, if the picket fences are removed.

At the national level, the AIA has made its declara-

(Reading Time 1 Minute)

I am a salesman!

I am here for you to read at your convenience.

I Offer FREE Kitchen Planning Service

**I REPRESENT DAN BLAND, Arizona Wholesale Supply
Company's kitchen planner**

Dan's job entails more than merely recommending General Electric kitchen appliances and furnishing specifications. Dan's job is to design kitchens. New, different, exciting kitchen concepts or improved designs for the currently accepted styling if that is what **you** want.

Dan keeps abreast of everything new for kitchens and everything new in kitchen planning or designing . . . new decorative plastic materials, new hardware and accessories, new lighting and lighting accessories, new portable and table appliances and provisions for their use, new surface materials, new wall decorating materials. Yes, Dan keeps up-to-date on all new materials and architectural components. In fact, he has samples and literature on most of them; and if he doesn't have it, he will get it for you.

As we say, Dan's job is to help you design new, modern kitchens . . . using metal or wood cabinets . . . to keep pace with the new modern architectural advancements you design into the rest of the home.



REFRIGERATORS
FOOD FREEZERS
RANGES
COOKTOPS AND OVENS
DISHWASHERS
DISPOSALS®
WATER HEATERS
HOME LAUNDRY
LAMINATED SURFACES

Specifications and technical information on all General Electric components mailed on request. Ask for A.I.A. No. 31-P.

If you design, build or remodel custom homes, Dan's services are available to you without cost. A single telephone call will bring Dan Bland to see you, the architect, regarding requirements and specifications.

He will bring the fruits of his experience and up-to-date research when he calls on you. And he will work with you to develop a new concept in modern kitchens that will complement your client's taste and bring you compliments every time she pridefully shows it to her guests.

More and more Arizona architects are using this time-and-money-saving service. Why don't you? Call Dan Bland, AL 8-7901, for complete information.

ARIZONA WHOLESALE SUPPLY COMPANY

Authorized **GENERAL**  **ELECTRIC** Distributor

tions. We have said literally that we intend to exercise leadership. However, we have not solved the problems of how to do it. We have created neither the media nor the vehicle by which the design professions can be brought together.

It is imperative that we create a professional affiliate membership in the AIA open to everyone of professional stature involved with the total human environment. The AIA must not be a select gentlemen's club; it must be a vehicle for action and organized to do a very big job.

Another effort to create the media, the vehicle, for leadership lies in the proposition the board is now considering: a new headquarters building, either on the existing Octagon site with the old Octagon preserved as a garden piece, or a new site. Such a "Center for the Environmental Arts" would have facilities for representatives of all the design professions and would be a symbol for the world of what man can make for himself.

There are many other efforts to create the media for leadership which are being organized and which will be tried in the future. Once they are created on a big enough scale, then the problem of leadership becomes a matter of the individual within the profession exerting that leadership.

It means his participation in civic affairs, his fostering the arts, the culture of his society. It means that the architect, as an individual, must be smarter, more knowledgeable and more broadly educated than he is now.

Here lies a two-fold problem.

First, that of training devices through correspondence courses, seminar material, lectures, etc., which can advance the knowledge of the now-practicing architect; secondly, the education of the oncoming generation of architects, which must be re-oriented for the expanded concept of architecture.

In order to prevent utter environmental chaos, strong, concerted action must be taken immediately. ●

Discussing Institute affairs during the conference were, from left, James M. Hunter, R. Lloyd Snedaker, and George T. Rockrise, president of Northern California Chapter.



October, 1961

CONFERENCE APPRAISAL

By R. LLOYD SNEDAKER, Regional AIA Director

Just completed in Reno, the 10th Annual Regional Convention will linger in the minds of us who attended as one of the best of recent years. The theme: "Public Agencies for Community Development: The Politics of Architecture," was most timely and was provocatively explored by an excellent panel of speakers which included Allan Temko, Eugene Burdick, Justin Herman, Donald Reay, George Rockrise, as well as our Institute First and Second Vice President, Henry Wright and Jim Hunter. Two evenings of fun added the necessary frosting and opportunity for relaxation.

It has occurred to me that when a convention with as stimulating a panel of speakers, as interesting a program of entertainment in a locale as attractive as Reno can draw fewer than one-fifth of the total membership of the Region, we should take a new look at the entire matter of our Regional Conventions. As everyone who has actively participated in putting on a convention learns, literally hundreds of hours of hard work, worry and imagination are required to get the show on the road. In addition, there are the costs to the host chapter, the Region and, frequently, the Institute. These, together, add up to a substantial share of the working year of the individuals involved, plus a not inconsiderable sum of money.

None of the above are, of course, sufficient in and of themselves, to attract attendance. They are, however, a manifestation of a sincere effort on the part of the profession. The program is, therefore, planned to be an interesting balance of education and recreation.

If, then, the program is aimed at Regional and professional interest and the turnout is such as to indicate that approximately only one out of five is interested, I feel it is time we examined the subject with at least two objectives in mind. First: Are the conventions fulfilling the objective for which they were originated and, secondly: If so, why so little interest?

I will be interested in receiving reactions to the above with the hope that at the first Executive Committee meeting, as authorized at the Reno Convention, we may be able to come up with a satisfactory answer.

U.N. WEEK OCT. 22-28

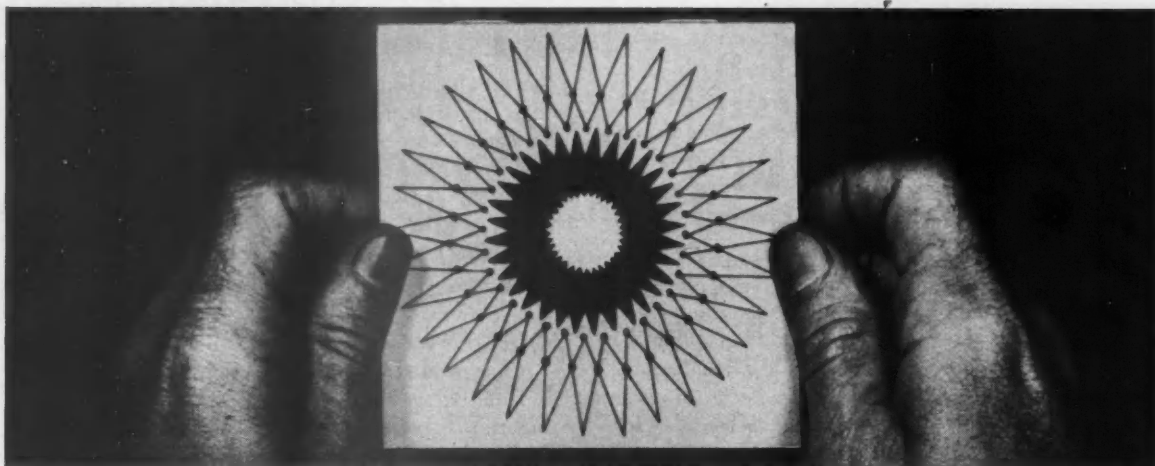


"History seems to be moving toward a climax. We cannot hope, without the advantage of historical perspective, to understand fully the forces that have been unleashed around the world. But leadership will certainly belong to those who strive constructively to create a wider pattern of order among the peoples of the earth."

— Eugene Holman

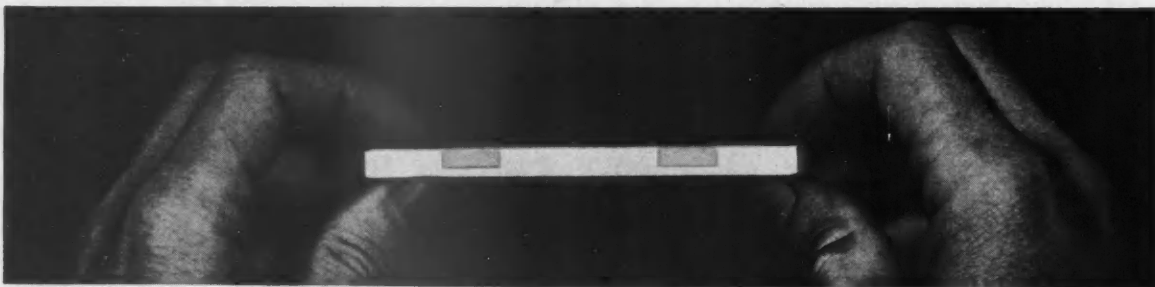
Fine as ever on the front...

Clearest everlasting colors, best designs
(This one: **Sun Circle**)



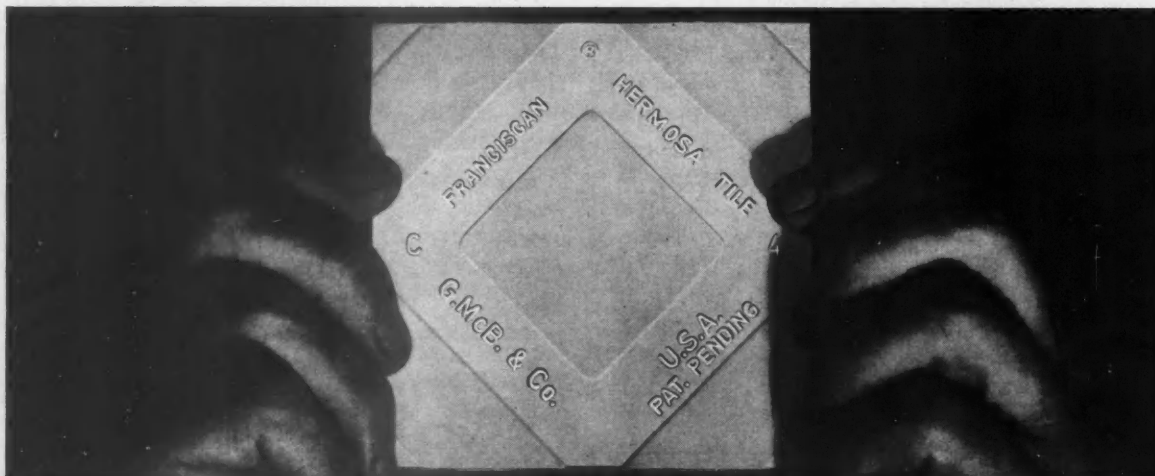
Tough as always thru and thru...

Rugged strength for long-lasting beauty



THE NEWS IS ON THE BACK

This new name will appear on the finest glazed ceramic tile from now on. And because you deal in the finest, you will be seeing the name often.



Franciscan Hermosa Tile
(formerly *Hermosa Tile*)

ARCHITECTURAL PRODUCTS DIVISION

GLADDING, McBEAN & CO.*

SALES OFFICES: LOS ANGELES • SAN FRANCISCO • PORTLAND
SPOKANE • SEATTLE • PHOENIX • SALT LAKE CITY

*You know them—they make Ceramic Veneer, Solar Screen, Ceramic Mosaics, Roof Tile, Lincoln Glazed Brick, Quarry Tile, Contour CV... and Franciscan Hermosa Tile.

Conference Report

Renewing Our Environment

From left: Dean L. Gustavson, Salt Lake City, panel moderator; Donald Reay, Justin Herman.



M. JUSTIN HERMAN

"If architects want better architecture through governmental agencies, the best way to get results is to work with an imaginative vengeance on the elevation of *public taste*. With such a background you will put your public official in a situation where he will no more neglect the esthetics of a building than he will be indifferent to whether it has plumbing."

So declared M. Justin Herman, San Francisco Urban Redevelopment Agency director, during a seminar at the western regional conference last month.

Herman compared government itself to architecture in that "people get the kind of both they want and deserve. If they want, or are content, with a minimum quality in each, the tendency of government, as in business, toward monumentality, standardization and institutionalism will surely provide that minimum. . . ."

The speaker, also a consultant to other cities, was willing to predict, however, that if the country stays at peace, the United States "stands on the threshold of a great architectural renaissance. Although it is traditional to carp at the boorishness of most of our architecture that flows out of the public horn, I am by no means discouraged. Contrary to much opinion, I believe that it will be the governmental agencies which will lead the way to this renaissance."

Herman told delegates and their wives that for successful elevation of public tastes, the leaders must tailor campaigns to the community. The universities, the schools, the press, radio, television, the power elite, and the social elite, at the urging of the architects, can gradually build up an effective demand for structural, as well as urban, esthetics from governmental agencies, he asserted.

"We are becoming increasingly urbanized and increasingly disenchanted with urbanization. It is the cross we have picked up and placed on our own backs.

"A second force is at work with a rush (and in the maturing process of a city ten years is a rush) and that is the redevelopment that is taking place. Already some 500 cities are engaged in some 700 projects. Slowly but surely these projects are being completed.

"Democratic government has in store for us a pleasant architectural surprise. Some of it will come of its own accord, but much you can hasten and nurture.

"Go to work!"

DONALD REAY

Conscious design today can produce in the planning of a town the best of what has happened in the past through accretion, natural growth and historical change. This can be an exciting prospect, "a design position for which there is a strong case, although it tends to horrify the functional old guard and those who regard city planning and urban layout as a sort of code of morals rather than a way of enriching and ennobling the human environment."

Such was the contention of Donald Reay, of Berkeley, an architect whose firm is designing San Francisco's Golden Gateway Redevelopment project.

"It is possible to group the forces shaping our cities into two sorts," he said. "The primary, urgent forces, like transportation, traffic, schools, markets, heavy industrial facilities and service industries; the social and economic patterns of society; and the major techniques available, interact on each other to produce the basic forms of our new cities, as different from the past as it is possible to imagine.

"On the other hand, there are also profound secondary forces — sometimes crucial in importance — which, because of their quiet and occasionally intangible nature, tend to be forgotten, or underrated.

"There is, for example, man's natural dislike of monotony and interest in variety; or the human desire for identification rather than anonymity; there is the love of vegetation and the delight, very often subconscious, for moving in certain sorts of spaces and certain patterns of light and shade, seeing certain sorts of views in particular ways, and in particular sequences. Some of these feelings are old and occur in all human settlements, and some in new. Many have a simple physiological explanation.

"These factors occur in the design of town plans. Then, there is the interest in history and the desire to preserve and see the past which has produced us. There are all sorts of nostalgias; many human and social interests which need an architectural setting for their fulfillment.

"It seems to me, therefore, that while the logical functional organic approach has been and still is the most fruitful approach architecturally, it has to be tempered with something else in these projects which are so large that the time involved in experiencing them becomes a significant factor, where you are ceasing to design a building and instead are doing a large piece of urban landscape."

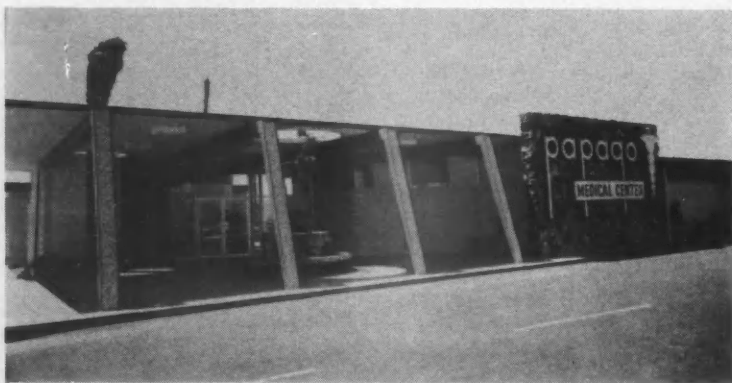
Electric HEAT PUMP Refrigeration & Heating the one air-conditioning system

Designed for Designers

Big job or small, electric HEAT PUMP air-conditioning units are available to fit the specifications you call for. Through a wide range of room and remote units, single and multiple systems, there's a HEAT PUMP model, design and capacity for *every* job.

Electric HEAT PUMP refrigeration and heating provides year 'round air-conditioning in a *single* system. It requires no more space than ordinary refrigeration alone, of similar capacity. And because electric HEAT PUMP air-conditioning requires no water, cooling towers, furnace units or special venting, it can be installed almost anywhere.

Finally, electric HEAT PUMP air-conditioning is safe, because just air and electricity do the entire refrigeration and heating job. There's no danger from flames or noxious fumes. Electric HEAT PUMP air-conditioning is easier to install, easier to maintain, simpler and more convenient to operate. Specify electric HEAT PUMP air-conditioning—you and your client will be glad you did.



Papago Medical Center
Papago Plaza
McDowell & Scottsdale Rds.

80 tons of Heat Pump refrigeration and heating



CLIENT-PROVED Electric HEAT PUMP air-conditioning is designed for the designer *and the client*. Find out why you should specify HEAT PUMP refrigeration and heating in *your* next commercial building. For a list of commercial installations in the Valley, call or write your Salt River Project, 313 N. 3rd Ave., Phoenix. Phone ALpine 2-9711.

Conference Report

The Politics of Architecture

From left: Allan Temko; Sidney W. Little, Tucson, panel moderator; Eugene Burdick.



The mass of the people is not much interested in politics; in fact the public has so little information on public affairs that an amazingly large number of people don't even know that there are two senators from each state. Yet there is a mass wisdom which has enabled our form of government not only to survive, but to assume a position of world leadership.

These observations by author and educator Eugene Burdick, of Berkeley, California, opened a highly stimulating seminar at the Reno AIA Conference.

"With the population explosion that confronts us, we cannot afford to neglect our responsibilities to government in our democracy," he said. "In ten years conditions may be so chaotic that we may even welcome the hydrogen bomb."

The answer, according to the co-author of "The Ugly American," is to be found in political action and guidance by expert groups. Burdick pointed out that the standards of the medical profession are set forth in every state constitution, as are those of bar associations. Other segments of the country's experts also need to organize their opinion and bring it to bear on politics.

"Until a profession has a high level of self-esteem, the public will not esteem it," according to Burdick. He observed that among real politicians there is little depth of consideration on such matters as urban renewal. Most politicians are reeds that bend with the wind."

When informed by AIA Vice President James Hunter that The American Institute of Architects is proposing to form a Commission on Human Environment to be composed of architects and related professions, Burdick said that such a commission could have tremendous impact, but warned that it must be followed by action. "There is one classic document at the heart of every significant movement. Yours should be a manifesto but it should avoid detail." He urged that architects should employ a lobby to follow up a manifesto with action.

On the same panel with Burdick was Allan Temko,

who writes a column as architectural and urban critic for the San Francisco Chronicle, and feature articles and criticisms for other journals. His writings have shaken smug San Franciscans about what is wrong with their city, with highly beneficial results.

Temko said that the public is being aroused, and that education can become a political act. He called for an esthetic awakening in schools. "Once people wanted the best, but they don't seem to, now," Mies van der Rohe was quoted as saying. "A three-legged horse would be cheaper, but who wants a three-legged horse?"

The profession needs to find a suitable way to speak out against its hacks, Temko said, and pointed out that pressure brought to bear upon a corporation can result in better architecture and eliminate some of the ugliness of commerce.

When asked how other communities can get publicity on architectural matters similar to his columns, Temko recommended that local newspaper writers team up with architects to develop critiques of the local scene. In some cases, architects themselves could do columns for local papers. Another suggestion was to encourage syndicated columns on architecture, which could then reach smaller communities. He expressed the belief that the public wants controversy and comment about environmental matters.

When architect Ed Parsons, of Reno, cited the February issue of *Arizona Architect*, dealing with the sign mess, Temko pointed out that such objections should always be directed to vulgarity in our environment, rather than to signs as such.

Kemper Goodwin, of Central Arizona Chapter, raised the question of conflict of interest laws as a bar to public service by many qualified professionals.

Burdick stated that the conflict of interest laws have been pushed to the point of absurdity and that they are doing damage against the recruitment of competent public officials. He predicted that within a few years such laws would be revised.

(Conference pictorial highlights on pages 20-25)

Monarch[®] **TILE**

was chosen for recent construction in these
widely separated locations all across America



IN NEW MEXICO, Monarch Tile was chosen for the lounges in world-famous CARLSBAD CAVERNS of Carlsbad.

from beneath the
earth's surface,
to the roof of
the continent



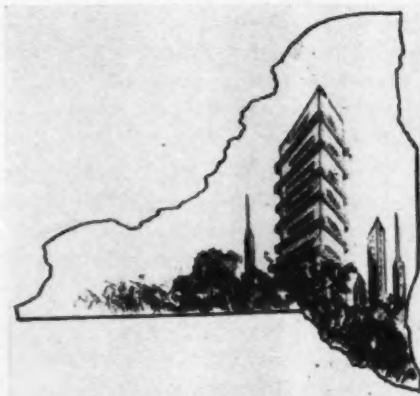
IN COLORADO, Monarch Tile was chosen for the great new Ski Lodge recently built at Berthoud Pass.



from the frozen
center of Alaska,
to the great
State of New York



IN ALASKA, Monarch Tile was chosen for a new military defense installation at Clear.



IN NEW YORK, Monarch Tile was chosen for a new luxury apartment building just built at Syracuse.

MONARCH TILE MANUFACTURING, INC., FACTORY AND GENERAL OFFICE, SAN ANGELO, TEXAS
Member Tile Council of America * Division Offices in Five Cities * Showrooms and Warehouses in 16 Cities

3806 North 3rd, Phoenix

405 South Campbell, Tucson

Arizona Architects Win Home Awards

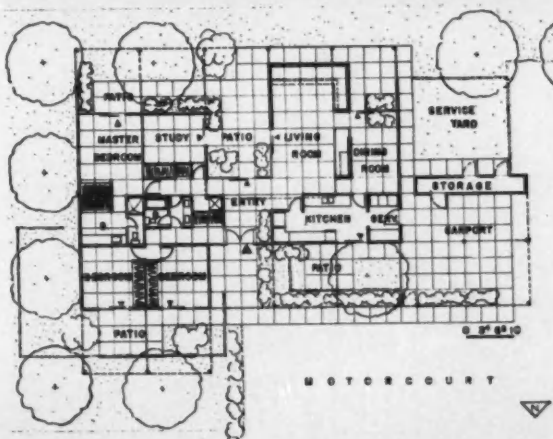
Allan and Olsson, AIA, of Phoenix, have been named among the winners in the 1961-1962 Western Home Awards Program announced by Sunset Magazine and the American Institute of Architects, co-sponsors of the biennial competition. From almost 300 entries submitted by architects from throughout the West, 32 were selected as prize-winners by the Awards Jury. The Allan and Olsson custom-designed home, located at 321 Pomona, Phoenix, belongs to Dr. and Mrs. D. W. Frerichs, and was the only Arizona home so honored.

The purpose of the Western Home Awards Program is to focus public attention on outstanding Western architecture. As in previous years, the competition this year produced fresh, thought-provoking entries that suggest that Western home design is the most vital in the country. The award winners, in both size and location, represent a cross-section of Western homes.

The winning architects and their awards are:

Honor Awards: Buff, Straub & Hensman, Los An-

Detail and floor plan, Frerichs home.



George R. Allan, Jr., Hugo Olsson.

geles; Henrik Bull, San Francisco; Hall and Goodhue, Monterey; Hester & Davis, La Jolla, California; Killingsworth Brady Smith, Long Beach; Wendell H. Lovett, Bellevue, Washington; Germano Milono, San Francisco; Smith and Williams, South Pasadena.

Awards of Merit: Allan & Olsson, Phoenix; Henrik Bull, San Francisco; Bystrom & Greco, Seattle; Campbell & Wong & Associates, San Francisco; John L. Field, San Francisco; Hester & Davis, La Jolla, California; Killingsworth Brady Smith, Long Beach; John Lord King, San Francisco; Jacob Robbins, Berkeley, California; George T. Rockrise, San Francisco; Edwin Wadsworth, Woodside, California; Wurster, Bernardi and Emmons, San Francisco; Richard Dorman & Associates, Beverly Hills, California; Kirk, Wallace, McKinley, AIA & Associates, Seattle; Pierre Koenig, Los Angeles; Charles W. Moore, Berkeley, with Richard C. Peters, Berkeley; Smith and Williams, South Pasadena.

Special Awards: Richard Banta, Los Angeles; Homer Delawie, San Diego; John L. Field, San Francisco, Kenneth A. and Robert F. Gorden, Altadena, California; Francis E. Leighton, Sacramento; Marquis & Stoller, San Francisco.

All of the winning architects were to be honored at the California Council, AIA Convention in Coronado, October 18-22. Also, beginning in October, photographs and plans of all the award winning homes will be exhibited in cities throughout the West.

The entries in this year's Awards Program were judged in two broad groups, custom-built homes and merchant-built houses. All homes submitted have been built in the West within the last four years and designed by registered architects.

The Awards Jury consisted of Proctor Mellquist, editor of Sunset Magazine, and these six distinguished members of the architectural community: Henry Dreyfuss, FAIA, New York and California; Minoru Yamasaki, FAIA, Birmingham, Michigan; Robert E. Alexander, FAIA, Los Angeles; Fred Bassetti, AIA, Seattle; John Carl Warnecke, AIA, San Francisco; and Thomas Church, San Francisco, landscape architect.

(For related story see P. 32)

A Two Way Street



"Peter Piper"

The building construction industry today has no other alternative but to recognize the fact that its continued progress and growth depend on the following fundamental procedures:

1. Active liaison must be at all times maintained and practiced by, and with, all of the component segments of the industry.

2. Communications and dissemination of information pertaining to industry affairs and practices must be constantly improved and become more encompassing to the entire industry.

3. Publicity and public relations, both external and internal in scope, are vitally necessary at every level, if continued progress is to be realized.

4. Cooperation between architects, engineers, general contractors and subcontractors, is a two way street and is a "must" for every segment of the industry.

Pipe Trades Industry Program of Arizona

1616 East Maryland

Phoenix

CR 7-2634

Cost Reduction Sought For Drafting Rooms

A Tucsonan, whose preparation thus far for the architectural profession has been characterized by long hours of hard work, has recently turned a hobby into a campaign dedicated to reducing drudgery in architectural drafting.

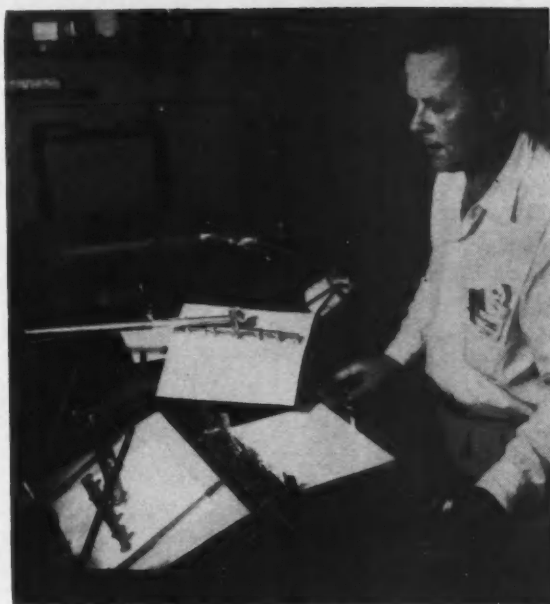
Gudmund "Marty" Martinson, now a building inspector for the University of Arizona, also heads "Range Rider Time Savers," publisher of pressure sensitive films imprinted with standard architectural and engineering legends, scales, title blocks, and tables.

As a boy in Iceland, Marty early was taught by his grandfather that architecture is the noblest of the arts but that an aspiring architect first must learn how to build, to use all the materials of construction properly. Accordingly, in his teens, Marty became a registered apprentice to a master builder in Reykjavik, capital of Iceland.

During the four years of his apprenticeship, Marty worked full time during the day on actual building and, from 7 p.m. to midnight attended a trade technical school. It paid off for him with scholarships to the University of Minnesota Institute of Technology, where he enrolled in 1944 and spent the next three years studying architecture.

When his scholarship ran out and his student visa prevented him from seeking gainful employment, Marty joined the Frank Lloyd Wright Fellowship for 2½ years, during which time he gained permanent resident status.

He then became a draftsman for Dave Sholder, AIA, in Phoenix until he joined the U.S. air force in 1950. He served in Korea and managed to keep up with his architectural training through correspondence



courses from six U.S. universities. In 1952 he entered the UofA, majored in design, and graduated with a bachelor of fine arts degree in 1955.

The year 1955 was momentous for Martinson from two other standpoints: he became an American citizen (in ceremonies witnessed by Sholder) and married Mary Ullman. The couple now have three children, and live at 3226 East 26th St., Tucson.

During his student career at the UofA, Marty was vice president of Alpha Rho Tau and treasurer of Alpha Delta Sigma, art and advertising honorary groups, respectively, positions which led to a brief spot as an advertising layout specialist. In 1956 he became a draftsman for Gordon Maas Luepke and Edward Nelson, AIA, where he remained until accepting his present post last February.

A vocal advocate of modular coordination, Marty became intrigued three years ago with the possibilities of pressure sensitive films as yet another means to reduce drudgery and effect savings. After intensive study of printing, he obtained a press and put his ideas into practice.

Marty figures that several of his printed tables take about 85 minutes to draw at normal working speed, but that use of his printed film takes less than two minutes. "You save 83 minutes, or \$4.15 per chart, at wages of \$3 per hour," he claims.

Now marketing his film material extensively, Marty has added a 4,000 pound automatic press to deliver 5,000 impressions per hour and has branched out to printing letterheads, envelopes, labels, spec covers, business cards, etc., catering exclusively to the architectural and engineering professions.

Along with his full-time duties at the UofA, Marty has to keep hopping to run his hobby-business. But he apparently is used to, and doesn't mind, drudgery, so long as others can eliminate much of it.

the BIG 2 for Builders in 1961

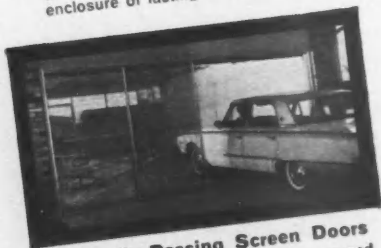
RAYNOR

Raylon Garage Doors
and
Garage-Aire Screen Doors



Raynor Raylon Garage Doors

Featuring translucent fiberglass panels that combine with rugged, lightweight aluminum frame and heavy-duty galvanized hardware to assure a maintenance-free weathertite enclosure of lasting beauty.



Raynor By-Passing Screen Doors

The By-Passing Door, featuring a rugged aluminum frame covered with weatherproof fiberglass screening, transforms the garage into a cool summer family room.

BEACH

BUILDING SPECIALTIES

1040 E. Camelback, Phoenix • CR 4-3555

Conference Report

Pictorial Highlights



Above: Any place was a desk and office for busy Conference Chairman John Calef, left, and Reno Chapter President Graham Erskine.

Right: Mr. and Mrs. Bernard Friedman, Tucson, paused during their study of award entries.

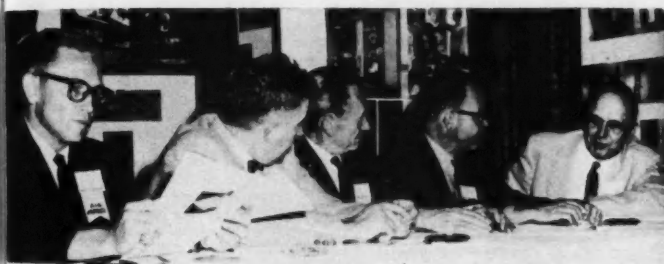


Below: Hospitality room was a busy place. From left, Kay Stitt, Phoenix; Helen Parsons and Hazel Erskine, Reno; Ruth Ann Kelsey, Colorado Springs; Mel and David Vhay, Reno.





Above: Busy greeters, registrars and fee-takers were registration chairman Ed Parsons and his secretary, Bernice Cutlip.



Above: During recess between seminars Anthony Ellner, Tempe, studied an issue of "Arizona Architect", while an informal "seminar" continued between (l to r) Martin Ray Young, Jr., Mesa; Lester Laraway, Phoenix; Fred Porter, Jr., Cheyenne; and Kemper Goodwin, Tempe.

Below: Proof that informality can reign, even during a "formal" portrait, is presented by this picture of chapter officials. Supplying "cheese" was Graham Erskine, president of Reno Chapter (seated, center). At left is Howard Brandis, Las Vegas Chapter; at right, F. Lamar Kelsey, president of Colorado Chapter. Standing, from left, are David Swanson and Kemper Goodwin, presidents of Southern and Central Arizona chapters; and Gordon Ferguson, Albuquerque, representing New Mexico Chapter. Picture is answer to those who perennially ask, "Why does the photographer usually say, 'One more shot, please?'"



We're Voting For



The scent of election time has filled the Masonry Industry "air." The Masonry Industry Program and Arizona Masonry Guild ("campaign" managers for the Industry), will again "run" their popular "Informational Seminars" featuring the latest design ideas in Unit Masonry construction.

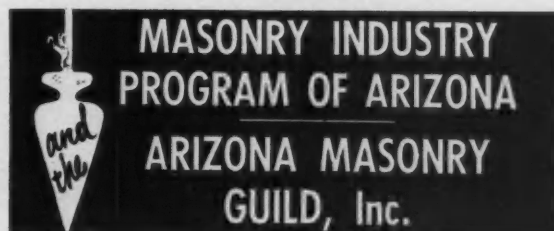
The "nominee" to be featured at the next "campaign" Luncheon Meeting is titled:

LOADBEARING DECORATIONS

(... the use of decorative block as loadbearing units — the use of Spectra-Glaze Masonry Units.)

Date: Friday, November 17, 1961
Time: 12:00 to 12:40 p.m. — Lunch
12:45 to 1:35 p.m. — Program
Place: Arizona Ranch House Inn
5614 North Central Avenue
Phoenix, Arizona

Plan Now To Attend Friday, November 17th



CONFERENCE REPORT

Right, top: Breakfast before a busy day. At far table, Anthony Ellner, left, visits with Mildred and Lester Laraway of Phoenix. At near table, Bette and Gerald I. Cain, Tucson, left, breakfast with Ruth Ann and Lamar Kelsey, Colorado Springs.

Right, bottom: Four Utah ladies pause during their tour of university buildings. From left, Genevieve Gardner, Cedar City; Marilyn Richardson and Connie Ruben, Salt Lake City; and Genevieve Folsom, Cedar City.

Below: Keeping abreast of things that concern architects were representatives of several manufacturers and associations. From left, Paul Rosensteel, Phoenix, executive secretary of the Arizona Masonry Guild; Harold F. Smith, area sales manager for Gladding, McBean & Co., Phoenix; Jimmie Nunn, AIA, Phoenix; and Joe Ward, Monarch Tile Mfg. Co., San Angelo, Texas.



Opposite page, top: Mildred Laraway, Phoenix; and Caroline Brown, Tucson, were much interested in the university campus and buildings. Bottom: A brief rest was enjoyed by, from left, Grace Porter, Cheyenne; Mrs. Ray Hellmann, Reno; Kitty Little and Bette Cain, Tucson. Architects' wives enjoyed a luncheon and style-show at one of the famed Nugget restaurants in Sparks.

Protect your Clients' new
Buildings with TERMINIX
Service during the process
of construction.

ONLY TERMINIX issues a
\$5,000.00 damage guarantee.



Termites?

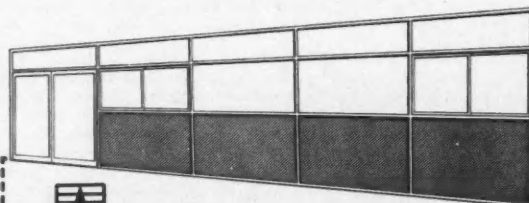
Call Terminix!

World's largest in termite control.

PHOENIX
AMherst 4-2277

TUCSON
MAin 2-2836

YUMA
SUnset 3-6841



LUMINAIRE WINDOW WALLS

A flexible system combining any desired elements such as swing doors; sliding aluminum doors; sliding windows; fixed glass in single or double pane; fixed panels of any chosen material up to 1 1/4" thickness. No visible screws.

"MADE IN ARIZONA FOR ARIZONA LIVING"

LUMINAIRE

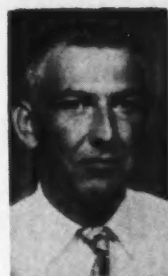
Telephone

BR 5-8551

**STANDARD
GLASS**

FAST
LOCAL
SERVICE

5321 EAST WASHINGTON • PHOENIX 34



Want To Be A Locker Expert?

Phillip A. Johnson
Architectural Representative

Do you want to specify a locker design to withstand daily use in the schools?

Check on the Worley Locker with inverted louvers, vandal-proof handle, and automatic latching.

Worley Bulletin W-102 (AIA File No. 35-H-42) is available for the asking. Twenty minutes with the bulletin can make you a locker expert.

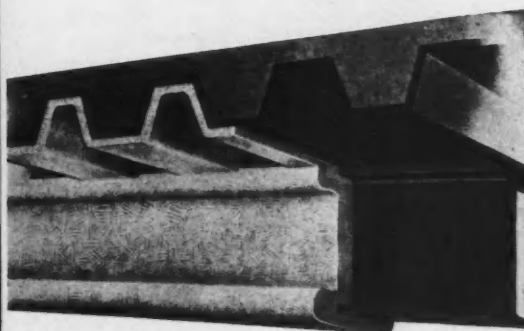
Marston's

3209 N. Central Ave.

Phoenix

CR 9-9301

Direct-to-steel fireproofing...



new ZONOLITE[®] MONO-KOTE

sprays on, stays on...

cuts fireproofing costs!

Designed specifically for machine application, Zonolite Mono-Kote represents the newest, most advanced development in fireproofing materials. Applied direct to steel beams and the underside of steel floors, it permits drastic savings in other construction materials! It sprays on in one fast, trouble-free operation, sets hard and fissure-free with bond strengths of 400 to 500 psf.

Complete data on new Zonolite Mono-Kote including Underwriters' Laboratories fire-test information is yours for the asking. Phone or write today.

Ari-Zonolite Co.

processors and distributors of
Zonolite brand vermiculite products

Fill insulation • Plaster aggregate
Acoustical plastic
Stabilized concrete aggregate • Masonry fill insulation

1200 E. Glendale Ave. • Phone YE 7-1627
Glendale, Arizona

TO THE POINT

WHY ACCEPT UNTESTED PROMISES?

An easy way out when you don't have a U/L Label on a product is to call it "labeled construction", a term bandied about by many manufacturers of building products today.

Labeled construction quite simply means that the product has *no* U/L Label. It means that the architect has no guarantee that this product has been built in accord with U/L standards. Without a U/L Label, there is no enforcement backing up material or manufacturing quality standards.

What does a real U/L Label guarantee? It is an absolute assurance that a prototype of this product has been tested at Underwriters' Laboratories, and that a U/L inspector has examined samples of this product at the manufacturer's plant.

That's why you accept untested promises when you accept a product with the meaningless description, "labeled construction". With a genuine U/L Label, you are receiving the benefits of a major investment in product research. For more information on Overly Labeled products, send for our edition of the Fire Doorater, a new handbook to labeled fire door usage.

* * *

Recent jobs of which we're proud: The new roofs on the Capitol buildings in San Juan, Puerto Rico, all in sheet copper employing the Overly batten system of flexible mechanical joints.

Fabrication of almost all of the hollow metal doors at Chicago's O'Hare Airport. This was one of the largest airport door orders ever put out for bids.

Hollow metal doors, frames and other specialized metal work for the new Dulles International Airport, currently under construction in Washington, D. C.

* * *

Literature that will interest you: A booklet compiling all of the Cross designs used in 2,000 years of Christendom, the only booklet of its kind in existence. SEND FOR YOUR COPY.

Overly

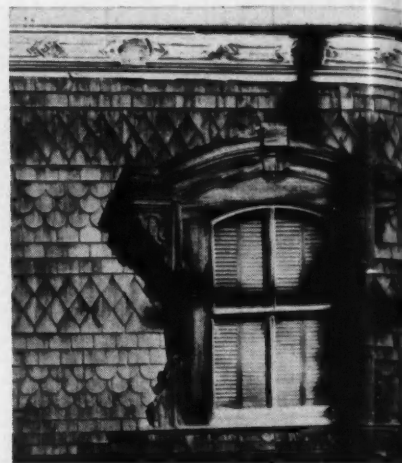
Greensburg, Pa. • St. Louis 19, Mo. • Los Angeles 39, Calif.

Overly Representative In Your Area:

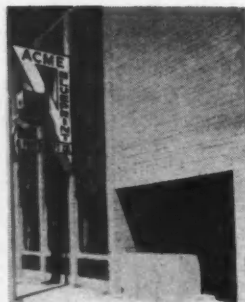
BEACH BUILDING SPECIALTIES

1041 East Camelback Road
Phoenix, Arizona

Following the conference, many architects visited the beautiful Lake Tahoe area or historic Virginia City where they saw interesting building details like these.



ARCHITECTS ENGINEERS CONTRACTORS



OZALID

Whiteprint equipment
and supplies

K & E

Drafting materials and
engineering supplies

Everything for the Architect and Engineer

ACME BLUEPRINT & PHOTOCRAFT COMPANY

515 E. Camelback Rd.
Phone AM 5-4681

1425 N. First St.
Phone 254-6171

PHOENIX, ARIZONA



Betty Pustarfi (partly hidden by flower), executive secretary of Central Arizona Chapter, was serenaded during the dinner at Hidden Valley Country Club. With her are Paul Rosensteel, Jimmie Nunn and Joe Ward. Open-front, 24-hour casinos in downtown Reno were a novelty to many delegates.



ARIZONA SAND AND ROCK COMPANY

Quality manufacturing with after-sale service

PRESTRESS DIVISION

Single Tee Building Members
Hollow Core Slabs

Call AL 4-8465 for free brochure.

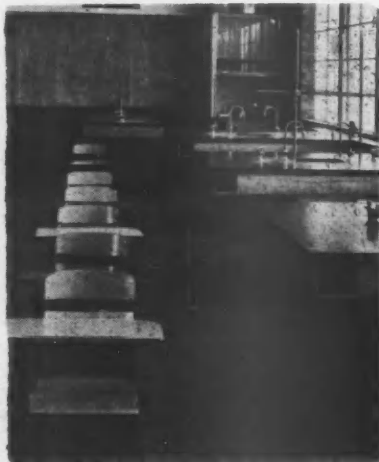
2400 S. Seventh St. • AL 4-8465 • P.O. Box 959, Phoenix 1, Ariz.

Quality...

is the only TRUE

economy

throughout Arizona...



Seats, Chalkboards, Laboratories

QUALITY

ARCHITECTURAL MILLWORK

schools homes industry

Complete Installations

Thorens



SHOWCASE & FIXTURE COMPANY, INC.

PHONE WO 7-7517

149 FARMER AVE., TEMPE

BACKED BY 200 YEARS OF FAMILY EXPERIENCE IN CABINET WORK AND DESIGN

Twenty-six

LOOKING AT THE SPECS



SPECIFICATIONS FOR CONCRETE

The Office Practice Committee of Southern Arizona Chapter, AIA, following a joint meeting with AGC representatives, has issued the following notes on covering concrete specifications for construction in the area:

Specifications *should* state:

- 1) Required strength (28 day compressive)
- 2) Test cylinders prepared as per ASTM C31
- 3) Cylinders tested by established commercial lab as per ASTM C39 at 7 days and 28 days.
- 4) Size of aggregate for various uses and that aggregate meets ASTM C33. — Furnish affidavit.
- 5) Permissible slump with tolerances, usually plus or minus $\frac{1}{2}$ " for 3" slump or less. Plus or minus 1" for over 3" slump.
- 6) Minimum cement content
- 7) Finish for slabs
- 8) Type of fill under slabs — compaction required.
- 9) Reference to ASTM C94 for ready-mix.

Typical Concrete Requirements:

Footings — Normal 3,000 p.s.i., $1\frac{1}{2}$ " aggregate, 5 bags cement.

Columns — Normal 3,500 p.s.i., $\frac{3}{4}$ " aggregate, 6 $\frac{1}{4}$ bags cement.

Beams, Slabs — Normal 3,000 p.s.i., $\frac{3}{4}$ " aggregate, 5 $\frac{1}{2}$ bags cement.

Driveways, Walks — Normal 3,000 p.s.i., $1\frac{1}{2}$ " aggregate, 5 $\frac{1}{4}$ bags cement.

Specs should *not*:

- 1) Give complete mix data or state 1:2:4 mix

Notes on Truck Delivery:

- 1) Concrete delivered and discharged within 1 $\frac{1}{2}$ hrs. after mixing of cement and aggregates started except during summer — then less time allowed.
- 2) No water added on job unless authorized by Architect.
- 3) If water added, note amount on delivery ticket.
- 4) If water added, additional 20 revolutions of drum required.
- 5) Temperature of delivered mix should not be less than 60° F.

Summer Notes:

- 1) Cool forms, fill and rebars just before pouring.

Church construction is expected to increase even more in 1961. It is expected to exceed \$1 billion this year for the first time in history.

—Dept. of Commerce report.

ARIZONA ARCHITECT

LIME-CEMENT STUCCO SPECS

"Standard Specifications for Lime-Cement Stucco, A42.5-1960," has been approved as an American Standard by the American Standards Association. The American Standard was sponsored and published jointly by The American Institute of Architects, and American Society for Testing Materials. It bears A.I.A. File No. 21-D.

The specifications cover minimum requirements for lime-cement stucco and relate to exterior plastering of a structure. They include mixtures of lime, portland cement, and aggregates, suitable bases on which they may be applied, and their proper application under average climatic and jobsite conditions to assure permanence and minimum maintenance.

General and technical information on matters of a contractual nature concerning stucco work of interest to architects, engineers, builders, specifiers and purchasers are dealt with in appendices.

Copies are available at 50 cents each from the American Standard Association, Dept. PR 193, 10 East 40th Street, New York 16, New York.

CSI, ACR Groups Promote Better Specifications

The Phoenix Chapter of Construction Specifications Institute and the Architect-Contractor Relations Group of Tucson have been conducting valuable seminars on subjects of joint interest to architects, contractors and suppliers.

At its October 18 meeting, David Sholder, AIA, moderated a panel featuring contractors Marty Quinn and John Dickmann on the subject of bid peddling. Many suggestions were made for alleviation of the malady, but few conclusions reached. Sholder summarized the meeting by saying "There has been chiseling, and everybody seems to know how." More details will be reported in a later issue.

In Tucson, on October 19, the ACR group conducted a roofing seminar moderated by Dean Sid Little, AIA. Participants were Wayne Vose, Earl Jirou and Pat Daily, subcontractors; Murray J. Schiff, general contractor; A. R. "Butch" Caide, sheet metal, and Bernard E. Kinsock, AIA.

COMING MEETINGS

Phoenix — CSI Wednesday, Nov. 15, ABC Club, 7:00 p.m.

Moderator: Kemper Goodwin, AIA

Panel: Robert A. Larabell
Dan Mardian

Subject: Substitutions

Tucson — ACR Thursday, November 16th
Subject: Glass and Glazing

PLAN SERVICE of ARIZONA CONTRACTORS

Owned by Subcontractors Conference
of Arizona

Designed and operated for the benefit
of the construction industry.

- MODERN FACILITIES
- AMPLE PARKING
- REFRIGERATED AIR CONDITIONING
- 14 MODERN TAKE-OFF BOOTHS

3501 North 16th Street Phoenix
CR 9-2339

Managed by Dean Carlson

SINCE 1882
Quality
Paints

MATHEWS PAINT

MORE ARCHITECTS SPECIFY IT!
MORE PAINTERS USE IT!

- Standard stock colors
- Specification materials in stock

You Cannot Beat Tradition

MATHEWS QUALITY SERVICE AND QUALIFIED
ARCHITECTURAL REPRESENTATIVES ARE AT YOUR DISPOSAL

PHOENIX
4717 N. 7th St.
CRestwood 9-9571

LOS ANGELES
598 West Ave. 26
CApitol 1-2111



sound reasons for specifying
Geneva
Casework
FOR SCHOOL

homemaking laboratories,
 arts and crafts rooms

- **DURABLE — MINIMUM MAINTENANCE** — Constructed of high quality steel, Geneva cabinets retain their original beauty longer — require minimum attention.
- **EASIEST TO INSTALL** — Precision fabrication assures accurate cabinet size. Saves time and money in installation.
- **WIDEST CABINET SELECTION** — Geneva offers the widest selection of standard cabinets in the industry.
- **SPECIAL CABINETS TO ORDER** — Geneva cabinets can be designed to your specific requirements, when required.
- **QUALITY CONSTRUCTION** — Cabinets are precision die-formed — feature radius door and drawer fronts, coved drawers.
- **MORE FUNCTIONAL FEATURES** — Self closing drawers, removable plastisol coated, open view shelves, removable drawer fronts are but a few.
- **BEAUTIFUL IMPASTO FINISH** — exclusive etched-in-steel texture, smooth non-gloss finish. Stain and mar resistant — clean with damp cloth.
- **COLOR CHOICE** — Eight Impasto colors to select from.
- **ACCEPTANCE** — Geneva cabinets have been installed in over 1300 public and parochial, elementary, high schools and universities.

PBSW

SUPPLY & EQUIPMENT CO.

Contract Department

530 West Washington • Phoenix • AL 8-6661

SOUTHERN ARIZONA CHAPTER NEWS

The Executive Committee has reluctantly accepted the resignation of Gordon Luepke as a chapter director, tendered because of the pressure of work. He is continuing his interest and work in connection with the state's lien law, and is planning to make a report to the Council of the Arizona Society of Architects when it meets October 28.

Mark Edson has been named to the chapter board and executive committee, replacing Luepke.

The October meeting featured a talk on Tucson's urban renewal plan by Sy Schorr, director of Urban Renewal, and Tucson assistant city manager. Stating that Tucson is expected to have 1,400,000 population within 39 years, and has — within 10 years — jumped from 251st to 54th largest city in the United States, Schorr stressed the high municipal costs, and low tax revenue from the slum area sought to be renewed. Renewal will increase tax valuation 10 times.

The chapter adopted a resolution endorsing and supporting the urban renewal program.

The Tucson Beautiful Committee of the local Chamber of Commerce has endorsed a recommendation to seek the planting of trees in well-designed pots in the downtown area. Sid Little and Mark Edson are members of the Beautification Awards Committee. Jim Wares is a member of the Rillito Green Belt Beautification Committee.



t-forms

by Prescolite

Glowing geometric shapes combine the beauty of soft satin handblown glass with all-aluminum construction to provide an unusual combination of decorative effects limited only by the imagination of the designer. Designed for wall use only light-forms may be used on either interiors or exteriors. Available with or without black trim plates.

Write for complete catalog.

PRESCOLITE
 MANUFACTURING CORP.
 2229 Fourth Street
 Berkeley 10, California

FACTORIES:

Berkeley, Cal. • Warrington, Pa. • El Dorado, Ark.

Regional Conference Resolutions

Among the more important official actions taken by the delegates to the Western Mountain Regional Conference were these:

- Casper Hegner, of Colorado, was named a member of the Regional Judiciary Committee, of which Frederick Weaver, Phoenix, is chairman. Named as an alternate member was Fred Jobusch, Tucson.

- The regional director was authorized and instructed to call a special meeting of his Executive Committee prior to each regional conference, and at such other times as he deems necessary. Expense of such meetings will be shared in part by the regional treasury, as directed by the Executive Committee.

- The Executive Committee was instructed to prepare by-law revisions providing that the Secretary and Treasurer shall be elected for the term of office of the Director, and shall be selected from areas geographically convenient to the general address of the Regional Director. Terms of incumbents will be extended to correspond with that of the present Director.

- Authorized employment of a regional executive secretary by the Director.

- Directed preparation of revisions to the by-laws to rescind the implied forced rotation of regional directorship among the member chapters, permitting the region to nominate from its entire membership without restriction due to his chapter assignment.

—AIA—

"Dost thou not know that the voice of the prophet, harkening up from the most dismal depths of the corridor of time, hath revealed that the destiny of a people, that the fame of a city, must ever be inseparably coupled with beauty?" —Willis Polk

ARCHIE



©1961 Engineers Testing Laboratories
Phoenix — Tucson

Be sure
to see the
FINE ARTS
exhibits

ARIZONA
STATE FAIR
NOV. 3th thru 12



PARDON ME! are you specifying...

Dunn-Edwards
PAINTS?

SERIOUSLY! Do specify DUNN-EDWARDS fine architectural finishes—They assure satisfaction. Excellent paints in superb modern colors ease your decoration problems. Specify the paints preferred by fine painters everywhere—paints by...

THE DUNN-EDWARDS CORPORATION—Gen. Offices: 1838 S. Flower St., Los Angeles 15, Calif.—Locations: Los Angeles, Glendale, San Diego, San Jose, Modesto, San Francisco, Van Nuys, also Phoenix and Tucson, Arizona.

WHERE IS THIS IN TUCSON? — No. 3



Manley Photo © 1961

(Answer to last month's query: The handsome doors were the main entrance to the Phoenix Country Club, 7th Street and Thomas Road; Edward Varney and Associates, architects. In September, many architects entered by those doors to attend the Masonry Guild, Masonry Industry Program dinner.)

CENTRAL ARIZONA CHAPTER NEWS

A. Quincy Jones, FAIA, will be the featured speaker following the November 2 meeting at Los Olivos.

A member of the Los Angeles firm of Jones and Emmons, winners of 9 national AIA awards and a score of other national and regional honors, Jones is also author of "Builders Homes For Better Living."

Immediately following the chapter dinner, members will go to the Phoenix Library auditorium for Mr. Jones' presentation, open to the public, and sponsored jointly by the Chapter, ASU School of Architecture and the Phoenix Public Library.

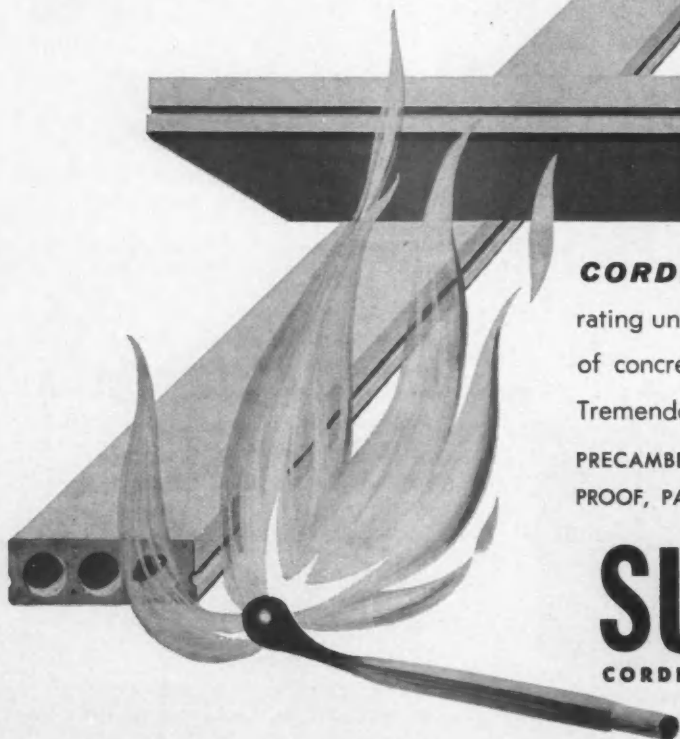
A THOUGHT FOR CENTRAL CHAPTER . . .

(. . . on looking at the heart of Phoenix)

There are, certainly, ample reasons for redoing downtown — falling retail sales, tax bases in jeopardy, stagnant real-estate values, impossible traffic and parking conditions, failing mass transit, encirclement by slums. But with no intent to minimize these serious matters, it is more to the point to consider what makes a city center magnetic, what can inject gaiety, the wonder, the cheerful hurly-burly that make people want to come into the city and to linger there. For magnetism is the crux of the problem. All downtown's values are its byproducts. To create in it an atmosphere of urbanity and exuberance is not a frivolous aim.

— Jane Jacobs

NEW structural concrete unit
for roofs and floors.



CORDEK is FIREPROOF. Two hours fire rating untreated. 3 hours fire rating with 1½" of concrete topping.

Tremendous savings in *insurance rates*.

PRECAMBERED, LIGHTWEIGHT, MONOLITHIC, SOUND-PROOF, PANEL CEILING, FAST ERECTION.

SUPERLITE

CORDEK CONSTRUCTION COMPANY
4012 N. Central Ave., Phoenix, Ariz., AM 5-4755

By letter reproduced below, the Maricopa County Board of Supervisors offers notification that lists of subcontractors will be required on all school bids. The board's action has been upheld by decision in superior court.

MARICOPA COUNTY

Office of the Board of Supervisors

September 19, 1961

Phoenix, Arizona

President, Central Arizona Chapter, AIA:

It is the policy of the Board of Supervisors of Maricopa County to refer all bids for school construction to the respective School Board members and their Architect for tabulation and recommendation of award.

Henceforth the Board of Supervisors will expect the Architects to certify to them that the low bidder does or does not meet all requirements of the bid call, including a complete list of all sub-contractors.

You are respectfully requested to notify your membership of this fact.

By Rhea Averill, Clerk
BOARD OF SUPERVISORS

STAGE DESIGNERS SOUGHT FOR PHOENIX LITTLE THEATER

Murry Harris, AIA, who doubles in brass as backstage coordinator for Phoenix Little Theater, invites architects and designers to try their hand at creating stage settings for the group.

A gentle introduction is offered in the form of a personally conducted tour to the surprising world behind the red curtain for those who might be interested.

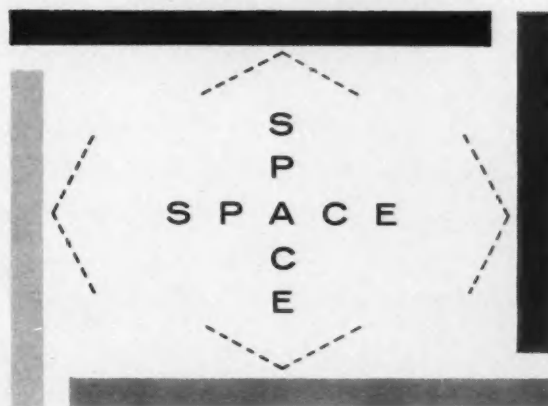
Harris suggests that it presents a unique opportunity to study, learn and develop new concepts of space handling. The activity may entail only the offerings of imaginative concepts of space arrangements and lighting techniques, but it could extend to the delineation of ideas and even to the construction techniques "and soul-satisfying experience of tearing down something that has served its purpose to make way for a new project." (This, he says, ought to appeal to many architects.)

For further information or to arrange a backstage tour, write Murry Harris, Phoenix Little Theater, Civic Center, Phoenix 4, or telephone him at 945-2730.

-AIA-

Cultural problems cannot be solved only by intellectual processes. We must strike deeper chords to re-awaken in every individual the ability to understand and create form.

- Walter Gropius



"Architecture . . . is a beautiful and serious game of space."

Wm. Dudok

Your problem is utilizing space—ours is overcoming it. Over an area of 40,000 square miles, we maintain a complex system of pipe lines and power lines, bringing the benefits of natural gas or electricity to some 375,000 architects and other Arizonans.

ARIZONA  **Public Service COMPANY**
75 YEARS OF SERVICE TO ARIZONA

Avoid Costly Delays

See O'MALLEY'S ARCHITECTURAL CONSULTANTS

- Prompt Specification Writing
- Competent Detailing
- Accurate Scheduling

To avoid costly delays, consult the experts at O'Malley Builders Hardware. They'll provide you with all necessary detailing, scheduling and inspection, for even the strictest specifications.



WILLIAM WELLING, AHC
RICHARD M. GERHART, AHC
RICHARD H. DECKER, AHC



O'MALLEY

BUILDERS HARDWARE

PHOENIX
4700 N. CENTRAL AVE.

TUCSON
247 N. 4TH AVE.

Exclusive Arizona Dealers For



**SARGENT BUILDERS
HARDWARE**

UNUSUAL ARCHITECTURAL PHOTOS TO BE DISPLAYED AT ASU

Part of an unusual and award-winning collection of architectural photographs will go on display at the Arizona State University School of Architecture Nov. 1-22, with the exhibit open from 9 a.m. to 9 p.m. weekdays.

The late William M. Clarke achieved recognition in the architectural profession in two ways, each one, according to his philosophy, completely integrated with the other.

Early in the century, he was one of the "old school" master California designers and architects. In the 1920's he had achieved such renown in the west as an artist with a camera that architects of the southern California region sent him to Europe to photograph architecture there. Clarke made six-month photographic tours of the continent annually for about a decade, serving in the interim as official photographer for most of the era's famed architects.

As a result of his work, a large and definitive collection of gallery salon prints was prepared and ultimately exhibited throughout the United States and abroad, winning several awards during the 25 years or so of its travels.

When Clarke died about five years ago, his collec-

tion of more than 200 mounted master prints, plus several hundred others, was willed to the family of Calvin Straub, now professor of architecture at Arizona State University. The family, in turn, this year donated the entire collection to the ASU School of Architecture to serve as both a library and "as a source of stimulus to students and professional architects alike."

The collection is in the process of being completely catalogued at ASU and the exhibit next month will include at least 50 prints. Part two of the collection is scheduled to be shown in February.

One of seven top honor awards in the Sunset-AIA competition went to the firm of Buff, Straub & Hensman, for a home in Pasadena. Calvin Straub is a recent transfer to Central Arizona Chapter, and professor of architecture at ASU.



Cal Straub

When TIME'S important- Specify STEEL!

You're looking up through 34 feet of space, containing two floors of structural steel framing connected by rugged steel stairways.

The Place: The College of Mines, University of Arizona.

The Purpose: Floors of steel grating to hold heavy chemical equipment weighing from 2 to 8 tons.

Need: Flexibility, quick installation.

Steel adapts readily to the hanging of high pressure piping and heavy wiring used on a job like this. Removeable hand rails made it easy to install heavy equipment through the hatchways as equipment was hoisted from floor to floor.

For strength, beauty, durability, quick installation — you can depend on STEEL.

Architect: D. Burr Du Bois AIA

**Fabricated
and Erected by:**
Tucson Ironworks, Inc.

STEEL
SOUTHERN ARIZONA STEEL FABRICATORS
ASSOCIATION

• Kasper - Hall Steel Corporation
• Tucson Ironworks • Tucson Steel Fabricators



U of A STUDENT CHAPTER NEWS

A trip to Taliesin West and the studios of Paolo Soleri is scheduled Oct. 29 by members of the student AIA chapter at the University of Arizona, headed this year by Doug Macneil, of Scottsdale, a third year student.

The student chapter has published a brochure outlining the aims of the group, chief of which is "to provide for the enrichment of the student's education through the development of professional associations and attitudes."

Chapter meetings are scheduled once monthly, with the executive council meeting set for a week before. A chapter-sponsored design competition will be held during the Thanksgiving recess Nov. 23-26.

ASU STUDENT CHAPTER NEWS

A new high in membership is expected by the student chapter at Arizona State University, according to president Gerald C. Lundeen, of Phoenix, a fourth year student.

More than 100 freshmen, about 40 more than expected, have enrolled in the ASU School of Architecture and a large group of transfer students in second, third and fourth year classes have accounted for a total enrollment of more than 175, about 30 per cent more than anticipated.

Regular meetings, field trips and student-sponsored competition are among the events scheduled.

Honor Awards Entries Sought

Entries are being received for the 14th annual program of national honor awards for current work, sponsored by the national AIA to encourage excellence in architecture.

Awards will be made for distinguished accomplishments in architecture by American architects for any building in the United States or abroad, completed since Jan. 1, 1957.

An official entry slip, obtained from the AIA, must be submitted, along with a \$10 fee, to the Octagon before Nov. 28.

Deadline for receipt of submissions in brochure form is Jan. 19, with judgment to start ten days late.

Complete details on the required method of submitting entries, photographs, plans, descriptive data and the awards themselves accompany the entry slip.

The AIA emphasizes that projects will not be judged in competition with each other, but on the basis of the architect's solution of a problem presented him and its worthiness for an award for excellence in architecture.

Winning entries will be exhibited at the national convention in Dallas May 7-11.

— AIA —

Through the creative work of today, the tradition of tomorrow is built.

— Eliel Saarinen

CLAY BRICK
FOR TEXTURE, WARMTH AND DURABILITY

GRABE BRICK COMPANY / LOUIS DeVRY & SON / PHOENIX BRICK YARD
TUCSON PRESSED BRICK COMPANY / WALLAPAI BRICK & CLAY PRODUCTS

BOOK NOTES

When the AIA, in 1952, presented Charles Sumner Greene (1868-1957) and Henry Mather Greene (1870-1954) with a citation calling the brothers "Formulators of a new and native architecture," Henry said, in his speech of acceptance, "In my day you could proceed to do a job and carry it out completely. We didn't need to have inspections. A craftsman's work was his reputation." He said he pitied those who lived and worked in what he called this period of transition.

It is of the Greene brothers, as well as Bernard Maybeck (1862-1957), Irving Gill (1870-1936), and R. M. Schindler (1887-1953), their innovations, craftsmanship and the color and challenge of their times that Esther McCoy writes so vividly in *Five California Architects*.

Illustrated with flavor, the 200-page book is a worthy tribute to architectural courage and the benefits to humans which result.

— *Five California Architects*
Reinhold Publishing Corp., \$10.00

THE ARCHITECTURE OF AMERICA

"When we think of a New England village, we think of it as white although white was not universal, for there were still reds and yellows and grays which, in isolation, played a part in the New England scene. Nor was white the only possible color for such a landscape, as a short tour of Norway will demonstrate. But is was a good choice, perhaps the best choice. It offers a brilliant and American example of how an anonymous architecture may arrive at a right solution through no apparent intellectual process but a considerable amount of emulative conformity, while efforts in the minds of mediocre innovators will fail.

"This white has a severe test to meet. It must be at home as background for the stark skeletons of the winter-shorn branches, the small red berries of the winter bushes, the green and blue of the firs and balsams; it marries the snow and lets the purple shadows of the drifts flicker up its sides. When spring comes it offers the gentlest foil for the burgeoning yellow of the forsythia, the fragile leafage of the budding trees, so thin and lacelike, so pale and yellow a green but also for the bold red buds of the maples; in summer it sits cool beneath the shadows of great elms and is at once noticed and unnoticed, reposed and quiet; in the autumn it again becomes part of the lively palette of the autumnal conflagration. No other color might perhaps manage it so well, but it must be kept white and not allowed to be dingy and this, too, is a New England symbol and a New England pride. So it offers the capstone to the perfection of the New England indigenous form and it sits with equal felicity throughout the season, a symbol of growth and

stability but prepared for eccentricity at the same time.

"The labor measures of the New Deal had only indirect effects on American architecture. The long-range improvement of labor's purchasing power brought a larger market for private houses, but the market was largely pre-empted by real-estate developers and building contractors, though many architects attempted to supply designs for better houses at comparable costs. If the site planning that the best architects insisted upon had been allowed to govern the speculative developments, the resulting communities, even those with amateur-designed and traditional houses, would have made American residences the boast of the world, but unfortunately the developers and builders took the course that gave immediate financial ease, ignoring the long-term benefits of sound design."

— From *The Architecture of America*,
A Social and Cultural History, by John Burchard and
Albert Bush-Brown. Little, Brown and Company.

The 595-page volume, from which the above quotations are taken, is a free-wheeling view, through time and space, of American architecture. It is a vivid, exciting picture, seen repeatedly through many frames of reference and influence — the natural setting of our country; the different waves of nationalities that came to our shores; educational, economic, political and social factors; war; and the ideas of great architects and other artists.

The search for a true "American architecture" runs like a theme through the book, which will amaze you with its knowledgeability of places and people. Only at the end will you learn how it was possible for the authors to know so much, and speak so confidently, about individual buildings and the men who designed them.

A valuable element of the book is the index, by which you can know the architecturally important structures in any given city and of any given designer.

Commissioned by The American Institute of Architects in connection with its centennial observance, the two authors are Dean of the Humanities and Social Sciences (Burchard) and Associate Professor of Architecture (Bush-Brown) at MIT.

Originally listed at \$15, but with a reported present bookstore price of \$12.50, a limited supply of the books is available at a special price of \$7.95 per copy to AIA members. Mail check, with order, to the AIA at The Octagon, Washington. First come, first served.

— P.S.

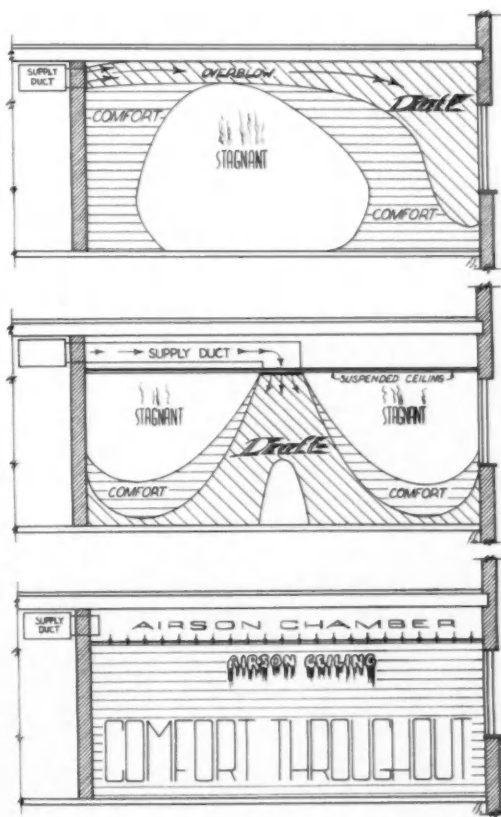
YOUR FUTURE IN ARCHITECTURE by Richard Roth, AIA. One of a series written by practicing authorities to help young people decide on their career. Roth, a senior partner in Emery Roth and Sons, has been a practicing architect for over thirty years. He gives a clear picture of architecture as a career, how to prepare for it, and how to get started. Teen-age appeal. Rosen. 160 pages. \$2.95.

IT AIN'T WHAT YOU DO - - -

IT'S THE WAY THAT YOU DO IT!

The ASHRAE Guide states that when the velocity of conditioned air exceeds 65 feet per minute at skin level, we can expect complaints about **draft**. It further states that when skin velocities are less than 25 feet per minute, they generally cause a feeling of air **stagnation**. COMFORT then is dependent upon producing velocities of air between 25 and 65 feet per minute in the terminal (occupancy) zone.

Illustrated below are three common methods of diffusing air into a room. Assuming identical rooms with identical loads and occupancy, let us introduce into each of them the **same quantities** of air at the **same temperature** from the **same size** supply duct, with each room having the **same type return air system**.



In Scheme A the air is supplied from a side wall grille. Note that drafts exist at the termination of the overblow (even when it falls short of the exposure). Comfort is restricted to the narrow fringes of the overblow. Stagnation occurs horizontally as shown and laterally between grilles, depending on their spacing.

In Scheme B a conventional diffuser is centrally mounted on the suspended ceiling. The draft zone is a matter of common experience in most local installations. Again, the ideal comfort zone is restricted to the narrow fringes of the draft zone. Dependent on diffuser spacing, type and capacity, stagnation will occur in the areas beyond the diffuser "throw" — both horizontally and laterally.

Scheme C has become increasingly familiar and popular in Arizona, especially since its proven performance during the past summer. Draft and stagnation are both avoided by the even distribution of air throughout the room. The AIRSON system **guarantees** COMFORT as it is guaranteed to produce skin velocities of 25 to 65 feet per minute. **Please** challenge that statement by visiting our local installations!

P.S. AIRSON Ceilings usually cost less than Scheme "B" — dropped ceilings and ducted diffusers.

AIRSON Ceilings are often competitive in cost to Scheme "A", depending on the cost allowance for finishing the underside of the exposed deck.

ARIZONA ACOUSTICS

310 S. 29th Street

PHOENIX

BR 5-7716

NEW...



**FILL TODAY'S Air Conditioning
NEEDS BETTER**

New products and services from Goettl Brothers' laboratories provide dependable air conditioning that meets exacting specifications of users, architects, builders and contractors.

*"If it's made of metal,
Call Goettl"*

- Custom-designed to architects' specifications
- Large range of capacities
- Engineered specifically for Southwest weather conditions



GOETTL BROS.

METAL PRODUCTS

2005 EAST INDIAN SCHOOL ROAD • PHOENIX, ARIZONA

Phone CR 4-5477

